

DATE: June 16 , 2009

TO: City Clerk

FROM: Representative Susie Byrd

ADDRESS 2 Civic Center Plaza, 10<sup>th</sup> Floor

TELEPHONE 915-541-4996

Please place the following item on the (Check one): CONSENT XXX REGULAR \_\_\_\_\_

Agenda for the Council Meeting of June 23, 2009

Item should read as follows: Appointment of Marina Monsisvais to the Cultural Affairs Advisory Board by Representative Susie Byrd, District 2.

SPECIAL INSTRUCTIONS: \_\_\_\_\_

**BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM**

NAME OF BOARD/COMMITTEE/COMMISSION: Cultural Affairs Advisory Board

NOMINATED BY: Representative Susie Byrd DISTRICT: 2

NAME OF APPOINTEE Marina Monsisvais

(Please verify correct spelling of name)

BUSINESS ADDRESS: 302 Union East, UTEP Office of Special Events

CITY: El Paso ST: TX ZIP: 79998 PHONE: 915-747-5481

HOME ADDRESS: \_\_\_\_\_

CITY: El Paso ST: TX ZIP: 79932 PHONE: \_\_\_\_\_

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Laura Gallegos

EXPIRATION DATE OF INCUMBENT: 03/07/2011

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: \_\_\_\_\_  
RESIGNED XX  
REMOVED \_\_\_\_\_

DATE OF APPOINTMENT: 06/23/2009

EXPIRATION DATE OF NEW APPOINTEE: 03/07/2011

PLEASE CHECK ONE OF THE FOLLOWING:

1<sup>st</sup> TERM: \_\_\_\_\_

2<sup>nd</sup> TERM: \_\_\_\_\_

UNEXPIRED TERM: XX

## EXPERIENCED COMMUNICATIONS AND MARKETING PROFESSIONAL

*"Delivering a Passion for Culture, Communications and Marketing in my Community"*

**RESULTS-DRIVEN LEADER** with well-rounded culture, communications, marketing, and managerial experience. Work closely with a team of talented professionals to conceptualize, develop, and implement promotions using innovative and effective strategies. Extensive knowledge and experience in all aspects of mass media including web, print, radio, and television. Quick thinker with extensive background in public relations and event coordination, especially in live music. Ability to meet fiscal and deadline commitments. Demonstrated team player with administrative experience (timelines, budgets, schedules, etc.). Well connected to music, arts, non-profit, and business communities. Civic-minded individual with strong networking skills. Energetic, positive, and decisive leader who is well aware of her community and its needs as it pertains to quality of life issues. Bilingual individual with strong border relationships. Played an active role in conceptualizing and building "Mujer Festival" in 2002, a visionary event that brought together members of our regional/border music, arts, and activist communities to raise awareness and proceeds of \$22K for Casa Amiga in Juarez. Avid art collector.

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### PROFESSIONAL EXPERIENCE

**Program Coordinator**  
**University of Texas at El Paso**  
**Full Time 40+ hours weekly**

01/08-Present  
El Paso, TX

- Manage Student Programs (Cinema Novo Independent Film Series, Wednesday Music Café, Union Art Gallery)
- Mentor three student coordinators and budgets for all student programs (all programs are "learning" programs).
- Public Relations and Media Buyer for Student Programs as well as events at Don Haskins Center, Magoffin Auditorium, Sun Bowl Stadium.
- Work with other University Departments to coordinate special events (Minerpalooza, Homecoming, Tournées Film Festival, Redefining Walls Exhibition, The Disappeared, etc).
- Secure corporate sponsorship for development of student programs (Cricket Communications, What's Up Weekly)
- Be aware of the interests of our student body to provide quality of life programming that is relevant and important to them in order to book films, music and artists that resonate with UTEP's student population (We Will Rock You Music Film Series, Sleepercar Wednesday Music Café Afterhours show, All Hallow's Eve Grind).

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### PROFESSIONAL EXPERIENCE

**Field Marketing Manager**  
**Red Bull North America**  
**Full Time 40+ hours weekly**

06/06-07/07  
El Paso/West TX

- Manage mobile energy programs in West Texas and Las Cruces, NM to ensure quality sampling.
- Build belief in brand by personalizing it for college students (ex: Terry Adams at TTU, supported events at UTEP, KRUXfest at NMSU).
- Build and maintain positive relationships with key opinion leaders in community/scenes.
- Create unique Red Bull experiences for niche markets while incorporating art/culture (ex: Art of the Can at Adair Margo Gallery, Bboy Academics, Manny Mania, Illume at NMSU, Fandango movie screening at San Elizario square).
- Bring brand image to life in on premise accounts (ex: Moto GP viewing parties at accounts, Ghost Recon tournament at Ft.Bliss).
- Create yearly business plans and budgets for El Paso and West Texas Markets.
- Identify and participate in existing events by creating and providing tailor made solutions to enhance the occasion (ice sculpture and floating screen at Amigo Airsho reception, soccer warm-up areas at Sun Bowl Soccer Tournament, etc)
- Work with local media to attain coverage of local activations.

## PROFESSIONAL EXPERIENCE (Cont...)

**Editor**  
**El Paso Inside and Out Magazine**  
**Full Time 40+ hours weekly**

02/06-06/06  
El Paso, TX

- Conceptualize all aspects of magazine, including but not limited to cover, content, and layout.
  - Manage a staff of 15 freelance writers, an in-house writer, and three photographers.
  - Assign, edit, proof, and correct all editorial content.
  - Manage budget for each issue-writers, photographers, production, etc.
  - Coordinate between writers, photographers, and subjects to schedule and conceptualize stories/photo shoots.
  - Build and manage editorial board, a cross-section of El Pasoans that come together to brainstorm story ideas and give input regarding the magazine.
  - Write editorial pieces, photographer.
  - Maintain positive relationships with local non-profit, business, and arts communities.
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**Promotions Director/On-Air Talent**  
**Entravision Communications**  
**Full Time 40+ hours weekly**

07/02-07/05  
El Paso, TX

- Served as mid-day host of #2 rated radio show in El Paso.
  - Conceptualized, produced, and hosted "Stepping Out," a radio show with a focus on local music scene as well as independent music/film.
  - Work closely with local colleges, UTEP, NMSU, and EPCC, to develop and establish relationships with local student population. Ex: Border Music Fest at UTEP, career days at EPCC, concert promos at NMSU
  - Developed on-premise promotions with local bars and restaurants. Ex: "Show us Your Cans," Speaking Rock B of B, "Beastie Bar-Mistvah," etc.
  - Oversee promotions staff, direct promotion programs that combine advertising with purchase incentives to increase sales and public image. Conceptualize, script, and implement all station promotions for radio, television, and print advertisements.
  - Build and maintain positive relationships with public and private sectors. Establish and maintain cooperative relationships with representatives of community, consumer, employee, and public interest groups, as well as media.
  - Promotions Director for KHRO, KOFX, and KYSE. Managed staff and budgets for all three stations.
  - Improved quality of life for young El Pasoans by promoting over 32 sold out concerts in our market. Devised creative promotions for each and every concert.
  - Actively participated in developing events relevant to niche groups with Red Bull such as Red Bull Rockjam at Hueco Tanks, "Sonic Boom" at the Rescue Mission Silo.
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**Freelance Writer**  
**El Paso Times/What's Up Weekly**  
**5 hours per week**

El Paso, TX  
01/02-present

- Anchored the El Paso Times Online Music Zine, "Open Mic," with dynamic weekly column called "Marina's Playlist."
- Kept readers informed of local music events, local band news, local venue news, as well as local music trends.
- Significantly increased number of visits to site.
- Wrote weekly column called "Sound Chick," centered on local/area music scene, published online as well as in print.
- Provide Editor with cross-promotional ideas and aid in realizing them. Ex: Taste of Chaos Guide
- Provide story ideas, contact information for key local people, and contribute feature stories.

## COMMUNITY INVOLVEMENT

- MUJER Festival organizer
  - Member, Leadership El Paso Class 27
  - Member, El Paso Creative Class Leadership Program (Richard Florida)
  - Music Under The Stars Selection Panelist, Museums and Cultural Affairs, City of El Paso
  - Volunteer, FEMAP Foundation
  - Member, Executive Forum
  - Board President, Border Art Residency (La Union, NM)
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## EDUCATION

Bachelor's Degree in Journalism and Mass Communications  
NEW MEXICO STATE UNIVERSITY  
(Emphasis in Photojournalism)

2000  
Las Cruces, NM

Bilingual-written and verbal skills in Spanish

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## REFERENCES

Robert "Beto" O'Rourke, City Representative District 8,

Anna Aleman, Executive Director, FEMAP Foundation

Rene Hurtado, Community Relations Director, El Paso MHMR,